



BOARD OF COMMISSIONERS

1 S. Main St., 9th Floor
Mount Clemens, Michigan 48043
586-469-5125 FAX 586-469-5993
macombcountymi.gov/boardofcommissioners

PLANNING AND ECONOMIC DEVELOPMENT COMMITTEE

WEDNESDAY, JUNE 10, 2009

AGENDA

1. Call to Order
2. Pledge of Allegiance
3. Adoption of Agenda
4. Approval of Minutes Dated 04-22 and 05-13-09 (previously distributed)
5. Public Participation
6. **Regional Partnerships** (mailed)
 - Presentation from Automation Alley
7. **Community Development** (mailed)
 - A) Report on Neighborhood Stabilization Program
 - B) Authorize to Submit Application for CDBG Stimulus Funding
 - C) Authorize to Partner with Home Renewal Systems in Order to Submit for NSP 2 Funding
8. **Business Retention** (mailed)
 - Update on June 16, 2009 Small Business Outreach
9. **Business Attraction** (mailed)
 - Update on June 26, 2009 Chinese Delegation Visit
10. **Business Expansion** (mailed)
 - Macomb-Oakland University Incubator/SmartZone (No Report)
 - Report on May 20, 2009 Diversification Summit
11. **Community Planning** (mailed)
 - A) Update on Gratiot Avenue Access Management Plan
 - B) Update on Countywide Trail Master Plan
12. **Environmental (No Report)**
13. **Marketing & Promotion**
 - Economic Development Marketing Materials (No Report)
 - Film Macomb (No Report)
14. **Tourism** (mailed)
 - Lake St. Clair Initiative (No Report)
 - Update on Macomb Tourism Destination Districts

MACOMB COUNTY BOARD OF COMMISSIONERS

Andrey Duzyj - District 1
Marvin E. Sauger - District 2
Phillip A. DiMaria - District 3
Toni Moceri - District 4
Susan L. Doherty - District 5

Sue Rocca - District 7
David Flynn - District 8
Robert Mijac - District 9
Ken Lampar - District 10
Ed Szczepanski - District 11

James L. Carabelli - District 12
Don Brown - District 13
Brian Brdak - District 14
Keith Rengert - District 15
Carey Torrice - District 16

Paul Gielegem
District 19
Chairman

Kathy Tocco
District 20
Vice Chair

Ed Bruley - District 17
Dana Camphous-Peterson - District 18
Irene M. Kepler - District 21
Frank Accavitti Jr. - District 22

Joan Flynn
District 6
Sergeant-At-Arms

William A. Crouchman - District 23
Michael A. Boyle - District 24
Kathy D. Vosburg - District 25
Jeffery S. Sprys - District 26

PLANNING AND ECONOMIC DEVELOPMENT COMMITTEE

AGENDA

JUNE 10, 2009

2

15. **Administrative** (mailed)
 - A) Approval of Developmental Job Descriptions
 - B) Demonstration of ACT Software

16. **Economic Development Events** (mailed)
 - June 10 Entrepreneurial Series: Starting a Business
 - June 17 Entrepreneurial Series: Writing a Business Plan
 - July 9 Team SBA Financing Roundtable
 - July 15 Entrepreneurial Series: Marketing Your Business
 - July 27 Entrepreneurial Series: Legal Issues

17. New Business

18. Public Participation

19. Adjournment

MEMBERS: Bruley-Co-Chair, Carabelli-Co-Chair, D. Flynn-Vice Chair, Brown, Mijac, Vosburg, Duzyj, Accavitti, Mocerri and Gielegghem (ex-officio)

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM:

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and File the Presentation from Automation Alley

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

_____ PED 6-10-09 _____

RECYCLABLE PAPER

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM:

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and File the Report on the Neighborhood Stabilization Program

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

_____ PED 6-10-09

Neighborhood Stabilization Program Implementation Matrix

# RECEIVED	# RECEIVED	INCOME ELIGIBLE	REFERRED HB COUNSELING	HB WITHDRAWN	APPRAISAL	INSPECTION	LOAN CLOSING	REHAB COMPLETE	PROJECT CLOSED
March	164	1	1	0	0	0	0	0	0
April	186	25	24	0	0	0	0	0	0
May	233	43	29	23	0	0	0	0	0

Comments

MOU w/MSUE signed. Selected winning bidders and developed contracts for HB Counseling, appraisers, housing inspection and lead inspection services, which are under review by the selected firms. We expect signature and start of work in June.

Number of withdrawals are due to 1) homebuyer failure to establish documentation of income resulting in their removal from the program, 2) homebuyer inability to obtain mortgages, and 3) homebuyer desire to buy homes before NSP process complete.

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM:

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Authorize the Submittal to HUD of a Substantial Amendment to the 2008 CDBG Program for \$449,751 of Stimulus Funding

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

See attached memorandum dated June 1, 2009

COMMITTEE/MEETING DATE

PED 6-10-09



PLANNING & ECONOMIC DEVELOPMENT

1 S. Main St., 7th Floor
Mount Clemens, Michigan 48043
586-469-5285 Fax 586-469-6787
www.macombcountymi.gov/planning


Stephen N. Cassin, AICP
Executive Director

June 1, 2009

Donald Morandini
Deputy Director

MEMORANDUM

TO: Ed Bruley, James L. Carabelli, Co-Chairs and Members
Planning & Economic Development Committee

FROM: Stephen N. Cassin, AICP 
Executive Director

RE: Macomb Urban County 2008 CDBG Substantial Amendment
(CDBG-R)

INTRODUCTION

Attached for your review and consideration is a description of 2008 CDBG-R activities to be undertaken with new funding from the Federal government.

BACKGROUND

Congress recently authorized several new programs, and increased previous allocations for others as part of recently enacted foreclosure and Stimulus legislation. The County will receive \$449,751 to stimulate new economic growth. These funds are considered a supplement to our 2008 CDBG allocation and HUD requires a "Substantial Amendment" to that document in order to receive the funds. The governing rules were issued on May 6, 2009 with a due date of June 5, 2009. As a result, we have already submitted the substantial amendment to HUD, conditioned upon review and approval by the Macomb County Board of Commissioners.

This Program would be implemented by DPED, through the SBTDC, although general program administration remains within the Community Development group. This is an efficient and effective method to administer what is expected to be a one-time grant.

MACOMB COUNTY BOARD OF COMMISSIONERS

Paul Gieleghem
District 19
Chairman

Kathy Tocco
District 20
Vice Chair

Joan Flynn
District 6
Sergeant-at-Arms

Andrey Duzyj - District 1	Sue Rocca - District 7	James L. Carabelli - District 12		
Marvin E. Sauger - District 2	David Flynn - District 8	Don Brown - District 13	Ed Bruley - District 17	William A. Crouchman - District 23
Phillip A. DiMaria - District 3	Robert Mijac - District 9	Brian Brdak - District 14	Dana Camphous-Peterson - District 18	Michael A. Boyle - District 24
Toni Mocerri - District 4	Kenneth J. Lampar Jr. - District 10	Keith Rengert - District 15	Irene M. Kepler - District 21	Kathy D. Vosburg - District 25
Susan L. Doherty - District 5	Ed Szczepanski - District 11	Carev Torrice - District 16	Frank Accavitti Jr. - District 22	Jeffery S. Snrvs - District 26

[illegible]

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM:

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Authorize the Department of Planning and Economic Development to Partner with Home Renewal Systems in order to submit Grant Requests to HUD for NSP2 Funding

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

See attached memorandum dated June 1, 2009

COMMITTEE/MEETING DATE

PED 6-10-09



PLANNING & ECONOMIC DEVELOPMENT

1 S. Main St., 7th Floor
Mount Clemens, Michigan 48043
586-469-5285 Fax 586-469-6787
www.macombcountymi.gov/planning


Stephen N. Cassin, AICP
Executive Director

June 1, 2009

Donald Morandini
Deputy Director

MEMORANDUM

TO: Ed Bruley, James L. Carabelli, Co-Chairs and Members
Planning & Economic Development Committee

FROM: Stephen N. Cassin, AICP 
Executive Director

RE: Macomb Urban County NSP 2 Application

INTRODUCTION

The County has an opportunity to apply for a minimum of \$5,000,000 in NSP 2 funding, authorized under the American Recovery and Reinvestment Act (ARRA). Applications are competitive and must be submitted to HUD no later than July 14, 2009.

BACKGROUND

Congress recently authorized several new programs, including that cited above. The NSP 2 will be administered by HUD, which will conduct a national competition and select those applications which come closest to meeting its selection criteria. Applications must be postmarked no later than 48 hours before July 17 and sent by selected courier. There is insufficient time to develop a complete application for Board of Commissioner consideration and possible authorization in July, and given the tight time constraints, we are requesting the Board's permission to develop and submit an application.

We are working with HomeRenewal Systems, Inc., a subsidiary of Crosswinds Communities, to develop the concept and, if selected, implement the program. No costs would be incurred by the County to develop the application.

MACOMB COUNTY BOARD OF COMMISSIONERS

Paul Gielegem
District 19
Chairman

Kathy Tocco
District 20
Vice Chair

Joan Flynn
District 6
Sergeant-at-Arms

Andrey Duzyj - District 1	Sue Rocca - District 7	James L. Carabelli - District 12		
Marvin E. Sauger - District 2	David Flynn - District 8	Don Brown - District 13	Ed Bruley - District 17	William A. Crouchman - District 23
Phillip A. DiMaria - District 3	Robert Mijac - District 9	Brian Brdak - District 14	Dana Camphous-Peterson - District 18	Michael A. Boyle - District 24
Toni Mocerri - District 4	Kenneth J. Lampar Jr. - District 10	Keith Rengert - District 15	Irene M. Kepler - District 21	Kathy D. Vosburg - District 25
Susan L. Doherty - District 5	Ed Szczepanski - District 11	Carev Torrice - District 16	Frank Accavitti Jr. - District 22	Jeffery S. Sorvs - District 26

**RECYCLABLE
PAPER**

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM:

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and File the Report on the June 16, 2009 Small Business Outreach

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

_____ PED 6-10-09

RECYCLABLE PAPER

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM:

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and File the Report on the June 26, 2009 Chinese Delegation

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

PED 6-10-09

**RECYCLABLE
PAPER**

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM:

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and File the Report on the May 20, 2009 Diversification Summit

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

_____ PED 6-10-09

RECYCLABLE PAPER

VIA

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM:

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and File the Report on the Gratiot Avenue Access Management Plan

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

_____ PED 6-10-09

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM:

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and File the Report on Countywide Trail Master Plan

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

_____ PED _____ 6/10/09 _____

RECYCLABLE PAPER

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM:

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and File the Report on the Macomb Tourism Destination Districts

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

_____ PED 6-10-09

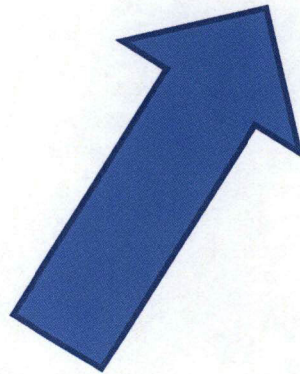
ITE 414

PED Committee
6-10-09
Distributed

Innovation

- Clean Water
- Boating
- Hydro power
- Entertainment, Access, Recreation
- Education
- Logistics

Fresh
Water



Commercialization



Item #14

Macomb District

Desired Results & Definition of Water Initiative

PED Committee

.6-10-09

Distributed

Water becomes the lifeblood of what we do – Entertainment, Environment, Economy, Quality of Life

Macomb District Initiative Definition:

Water is the common denominator for many people in Macomb County. It's a powerful force on recreation, business and home, while at the same time becoming a valuable resource for future economic opportunity and quality of life. To that end, Macomb County has the strategic advantage of being in the right place at the right time. Development of the initiative's five pillars will ensure we're headed in the right direction.

5 Pillars: Economy, Education, Municipalities, Access, Pride

Economy

- Our natural resource (the lake) is leveraged for economic development
- Commercialization of the waterfront
- Innovation along the waterfront
- Jobs created in tourism, research, and water-related industries
- We are perceived as being future oriented

The asset produces a sustaining means of generating a variety of job-related opportunities on several skill levels.

Measurement: Fact sheet of successful jobs/industries (not necessarily right on the water) already associated with water management in the United States and other parts of the world.

This would serve as an idea generator for people and businesses to start thinking and moving in this direction.

Education

- A fresh-water university (degree and research program)
- Primary education (includes time on, and studying the water)
- Jobs created in tourism, research, and water-related industries

The asset provides the focus of attention which warrants a long-standing analysis for future utilization.

Measurement: Identification of water studies/conservation efforts (past and present) that document the value of this knowledge. Research sheet which lists school curriculums (engineering/biology/chemistry/computer science) or vocational programs/skills that are transferable to the initiative.

These efforts (if moved closer into alignment) would provide the talent pool from which companies can attract new employees into specific lines of work.

Municipalities

- Policy that supports trans-jurisdictional work
- All communities touching the water are working together within the same strategy and plan
- A multi-jurisdictional authority that covers the entire regional waterfront and can receive funding from the government

The asset demands a coordinated effort by all jurisdictions involved in order to efficiently and progressively manage its complete care.

Measurement: Creation of a “Macomb County Summit” held annually with the sole purpose of working with stakeholders towards the eventual adoption of the initiative. Begin smaller collaborative efforts (green competitions, clean-ups) across jurisdictions and seek ways to build on them. Consider “green zones” where prospective businesses can locate their new facilities. Review of the Michigan Economic Development Corporation (www.MichiganAdvantage.org) work on attracting new businesses to the region; do a comparison between this initiative and those of the municipalities along the waterfront (are there matches, differences, possible realignments?)

The idea here is to put the initiative on the map by giving it a public face so that support can be built and new ideas can emerge.

Access

- People know about and can get to the water

The asset permits access to the waterfront for all citizens (residents, visitors, businesses) in a controlled and esthetically-pleasing manner.

Measurement: Collection of access or landing sites (public and private) from the municipalities along the waterfront. Production/publication of a single “user’s guide” to Lake St. Clair and the river. Identify how the property line is divided up: residential, civic, government, business. Research other waterfronts (their “business models”) that demonstrate a balanced approach to their water assets. A future goal would be to re-invent Metro Beach in an innovative and attractive way that other areas would want to emulate in some ways.

The best method in moving forward is to lead by example (which some cities have clearly done), and learn from their mistakes and successes. Use this data collection in convincing the stakeholders that a diverse initiative is best in the long run.

Source of Pride

- People are proud of this great asset—brings loyalty and pride back to our region and helps retain people
- It becomes the source of personal pride
- Cleaner water—both reality and perception

The asset becomes a symbol of inspiration which generates a united (public) force in accomplishing tasks or challenges in the region.

Measurement: Evaluation of current water festivals throughout the county (attendance figures, years in existence, purposes). Identify and eventually create new activities that give focus to vital components yet to be seen/experienced.

“A picture’s worth a thousand words” is the old adage and it is true. In order for others to start assisting, the asset needs to take on a “front door approach,” or “curb appeal.”

RECYCLABLE PAPER

15A

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM:

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Recommend to the Personnel Committee the approval of 3 new job descriptions, and 4 revised job descriptions for the Department of Planning and Economic Development

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

New Job Descriptions:

- Events Coordinator
- Scheduling & Database Technician
- Program Manager – Communications & Marketing

Revised Job Descriptions:

- Program Manager – Community Development
- Program Manager – Economic Development
- Program Manager – GIS & Graphics Support
- Program Manager - Planning

COMMITTEE/MEETING DATE

_____ PED 6-10-09

MACOMB COUNTY

CLASSIFICATION/POSITION DESCRIPTION

CLASSIFICATION TITLE: Events Coordinator

F.L.S.A. STATUS: Non-exempt

DEPARTMENT: Planning & Economic Development

APPOINTING AUTHORITY: Executive Director

GENERAL RESPONSIBILITIES:

The employee in this classification, under the supervision of a Program Manager, coordinates economic development and retention events and programs; monitors event activities; performs related duties as assigned.

ESSENTIAL FUNCTIONS:

- Monitors event activities to ensure satisfaction of participants and resolution of any problems that arise.
- Confers with staff at chosen event site to coordinate details.
- Inspects event facilities to ensure that they conform to necessary requirements.
- Coordinates services for events, such as accommodation and transportation for participants, facilities, catering, signage, displays, special needs requirements, printing and event security.
- Consults with customers to determine objective and requirements for events such as meetings, conferences and conventions.
- Meets with sponsors and organizing committees to plan scope and format of events, to establish and monitor budgets and/or or to review administrative procedures and event progress.
- Evaluates and selects providers of services.
- Reviews event bills for accuracy and approve payment.
- Coordinates program needs with graphic designers, printers, mailers and advertisers.
- Creates reports, flyers, pamphlets and brochures.

ESSENTIAL FUNCTIONS (continued):

- Arranges the availability of audio-visual equipment, transportation, displays and other event needs.
- Organizes for guest speakers to attend various economic development events.
- Lifts, moves and carries equipment and supplies that weigh up to forty (40) pounds.
- Operates an automobile while performing assigned duties.

ADDITIONAL FUNCTIONS:

- The statements contained in this position description are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not to be construed as an exhaustive list of all job duties performed.

EDUCATION, TRAINING AND EXPERIENCE:

- An Bachelor Degree in Hospitality Management, Business Administration, Marketing, Communications or a directly related field from an accredited college or university.
- A minimum of three (3) years of event planning experience.
- Successful completion of the probationary period for the position of Events Coordinator.
- Be physically able to perform the essential functions of the position, with or without, reasonable accommodation.

ADDITIONAL QUALIFICATIONS:

- Ability to work independently and meet deadlines with limited supervision.
- Comprehensive knowledge of Microsoft Word, Excel, PowerPoint and the Internet.
- Ability to organize and perform multiple tasks simultaneously.
- Ability to produce reports, flyers, pamphlets and brochures.
- Ability to follow complex written and oral directions.
- Excellent written and oral communication skills.
- Ability to establish and maintain effective working relationships with staff, outside vendors, Department Heads and the public.
- Ability to conduct oneself with tact and courtesy.
- Possession of an operable automobile for authorized departmental travel.

ADDITIONAL QUALIFICATIONS (continued):

- Must possess a valid Michigan's driver's license.

HUMAN RESOURCES DEPARTMENT APPROVAL:

NAME: _____ SIGNATURE: _____

TITLE: Division Director, Personnel Services DATE: _____

MACOMB COUNTY

CLASSIFICATION/POSITION DESCRIPTION

CLASSIFICATION TITLE: Scheduling and Database Technician

F.L.S.A. STATUS: Non-exempt

DEPARTMENT: Planning & Economic Development

APPOINTING AUTHORITY: Executive Director

GENERAL RESPONSIBILITIES:

The employee in this classification, under the supervision of a Program Manager or Deputy Director, performs administrative support tasks of an independent and confidential nature; types letters, reports, forms, records and other materials; maintains files, schedules meetings and answers telephone; performs varied support services to assigned program area; operates standard office equipment such as typewriters, personal computers, facsimile machines, copiers, calculators and adding machines; performs related duties as assigned.

ESSENTIAL FUNCTIONS:

- Performs administrative support tasks of an independent and confidential nature.
- Compiles and types reports and correspondence of a sensitive and/or confidential nature.
- Drafts routine correspondence such as acknowledgements, responses to questions on factual matters and follow-up of previous communications.
- Prepares correspondence, proposals, forms, letters, records and other materials.
- Tracks current and prospective customers and follow-up, assessing their needs for and satisfaction with products and services of the Department.
- Updates and adds content to the Departmental website.
- Organizes and maintains the Department's economic development contact database.
- Screens and routes correspondence and various reports and information; makes duplicate copies of documents and routes to various department staff and/or other departments.
- Schedules meetings and appointments and provides follow-up correspondence.
- Bends, stoops and reaches in order to file, search for and retrieve records and documents.

ESSENTIAL FUNCTIONS (continued):

- Lifts, moves and carries equipment and supplies that weigh up to twenty-five (25) pounds.
- Operates standard office equipment such as typewriters, personal computers, facsimile machines, copiers, calculators and adding machines.

ADDITIONAL FUNCTIONS:

- The statements contained in this position description are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not to be construed as an exhaustive list of all job duties performed.

EDUCATION, TRAINING AND EXPERIENCE:

- Possession of a high school diploma or a certificate of successful completion of the General Educational Development Test.
- An Associate Degree in Business, Computer Science, Information Technology or a directly related field from an accredited college or university is preferred.
- A minimum of four (4) years of progressively responsible administrative management experience involving data maintenance.
- Ability to type from clear copy or rough draft at a net speed of at least 56 words per minute; and have a passing score for Job Family 5 on the General Clerical Test.
- Successful completion of the probationary period for the position of Scheduling and Database Technician.
- Be physically able to perform the essential functions of the position, with or without, reasonable accommodation.

ADDITIONAL QUALIFICATIONS:

- Ability to work independently and meet deadlines with limited supervision.
- Comprehensive knowledge of Windows, Word, Excel, PowerPoint and the Internet.
- Comprehensive knowledge of office terminology, procedures and equipment.
- Comprehensive knowledge of professional standards for office management, such as filing, records management and office procedures.
- Ability to organize and perform multiple tasks simultaneously.
- Ability to maintain a high level of confidentiality which is necessary when dealing with the public, Department Heads and other staff.

ADDITIONAL QUALIFICATIONS (continued):

- Ability to maintain complex clerical records and prepare reports from such records.
- Ability to follow complex written and oral directions.
- Ability to establish and maintain effective working relationships with staff, Department Heads and the public.
- Ability to conduct oneself with tact and courtesy.

HUMAN RESOURCES DEPARTMENT APPROVAL:

NAME: _____ SIGNATURE: _____

TITLE: Division Director, Personnel Services DATE: _____

MACOMB COUNTY

CLASSIFICATION/POSITION DESCRIPTION

CLASSIFICATION TITLE: Program Manager – Communications & Marketing

F.L.S.A. STATUS: Exempt

DEPARTMENT: Planning & Economic Development

APPOINTING AUTHORITY: Executive Director

GENERAL RESPONSIBILITIES:

The employee in this classification, under the direction of the Executive Director or Deputy Director, coordinates and supervises a program or project area which will support departmental program areas through marketing, research, event coordination and grant writing; performs related duties as assigned.

ESSENTIAL FUNCTIONS:

- Manages and coordinates programs and activities identified in the Work Program.
- Assigns, monitors, evaluates and otherwise supervises the work activities of assigned program staff.
- Analyzes laws, proposed legislation, government regulations, grants and programs and their effect on County operations and the community.
- Coordinates grant programs and activities including evaluating opportunities, writing grants, monitoring state and federal grant regulations, and ensuring required grant-supporting administrative activities are performed in a timely manner.
- Assists in the preparation of grant applications and the development of lists of programs/services in need of funding.
- Compiles and researches planning and economic development reports and documents.
- Responds to information requests from citizens, local communities and agencies, and other county departments.
- Provides support activities for Planning & Economic Development program and other various projects as assigned.
- Maintains departmental communications including website and press releases.

ESSENTIAL FUNCTIONS (continued):

- Coordinates the production and distribution of marketing tools, such as brochures, advertisements, direct mailings, newsletters, audio visual presentations and other multimedia tools used in developing Planning & Economic departmental marketing communication systems.
- Prepares the County's Planning & Economic Development Services newsletters and coordinates their distribution.
- Develops, implements and conducts a public relations campaign to gain increased exposure for County businesses and to publicize successful Planning & Economic Development Services efforts.
- Arranges trade show exhibits, promotional and professional development seminars, business awards programs and special promotional events.
- Coordinates and monitors activities of all advertising, public relations and communications agency/consultant activity under contract.
- Provides management and coordination of venue selection, registration, food & beverage, room blocks, budget, venue, suppliers and attendee logistics for economic development activities.
- Coordinates proper oversight of pre-event, on-site and post event activities.
- Operates an automobile while performing assigned duties.

ADDITIONAL FUNCTIONS:

- Represents the County at meetings and public hearings as assigned.
- The statements contained in this position description are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not to be construed as an exhaustive list of all job duties performed.

EDUCATION, TRAINING AND EXPERIENCE:

- A Bachelor Degree with a major in Public Administration, Business Administration, Marketing or a related field from an accredited college or university.
- A Master Degree with a major in Public Administration, Business Administration, Marketing or a related field from an accredited college or university is preferred.
- A minimum of five (5) years of administrative experience in the public or private sector requiring extensive contact with business and/or government officials.
- Previous supervisory experience.
- Successful completion of the probationary period for the position of Program Manager.
- Be physically able to perform the essential functions of the position, with or without reasonable accommodation.

ADDITIONAL QUALIFICATIONS:

- Effective analytical and problem solving skills.
- Ability to supervise, direct and organize the work of others.
- Knowledge of professional principles of grant writing, research and marketing.
- Knowledge of the use of various computer programs and applications.
- Ability to research, prepare and present technical reports in a clear and concise manner.
- Effective written and oral communication and supervisory skills.
- Ability to establish and coordinate effective working relationships with co-workers, outside agencies and the public.
- Possession of an operable automobile for authorized departmental travel.
- Must possess a valid Michigan driver's license.
- Ability to conduct oneself with tact and courtesy.

HUMAN RESOURCES DEPARTMENT APPROVAL:

NAME: _____ SIGNATURE: _____

TITLE: Division Director – Personnel Services DATE: _____

MACOMB COUNTY

CLASSIFICATION/POSITION DESCRIPTION

CLASSIFICATION TITLE: Program Manager – Community Development

F.L.S.A. STATUS: Exempt

DEPARTMENT: Planning & Economic Development

APPOINTING AUTHORITY: Executive Director

GENERAL RESPONSIBILITIES:

The employee in this classification, under the direction of the Executive Director or Deputy Director, coordinates and supervises Local, State and Federal housing community development programs; performs related duties as assigned.

ESSENTIAL FUNCTIONS:

- Manages and coordinates programs and activities identified in the Work Program.
- Assigns, monitors, evaluates and otherwise supervises the work activities of assigned program staff.
- Analyzes laws, proposed legislation, government regulations and programs and their effect on County operations and the community.
- Compiles, prepares and summarizes housing and community development reports and documents.
- Responds to information requests from citizens and local communities and agencies.
- Provides support activities for other departmental program areas and other various projects as assigned.
- Operates an automobile while performing assigned duties.

ADDITIONAL FUNCTIONS:

- Represents the County at meetings and public hearings as assigned.
- The statements contained in this position description are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not to be construed as an exhaustive list of all job duties performed.

EDUCATION, TRAINING AND EXPERIENCE:

- A Bachelor Degree with a major in Urban Planning, Public Administration, Economics, Business Administration, Urban Studies or a related field from an accredited college or university.
- A Master Degree with a major in Urban Planning, Public Administration, Economics, Business Administration, Urban Studies or a related field from an accredited college or university is preferred.
- A minimum of five (5) years of experience in community development.
- Previous supervisory experience.
- Previous experience working with a governmental agency is preferred.
- Successful completion of the probationary period for the position of Program Manager.
- Be physically able to perform the essential functions of the position, with or without reasonable accommodation.

ADDITIONAL QUALIFICATIONS:

- Effective analytical and problem solving skills.
- Ability to supervise, direct and organize the work of others.
- Knowledge of professional principles of community development.
- Knowledge of the use of various computer programs and applications.
- Ability to prepare and present technical reports in a clear and concise manner.
- Effective written and oral communication and supervisory skills.
- Ability to establish and coordinate effective working relationships with co-workers, outside agencies and the public.
- Possession of an operable automobile for authorized departmental travel.
- Must possess a valid Michigan driver's license.
- Ability to conduct oneself with tact and courtesy.

HUMAN RESOURCES DEPARTMENT APPROVAL:

NAME: _____ SIGNATURE: _____

TITLE: Division Director – Personnel Services DATE: _____

MACOMB COUNTY

CLASSIFICATION/POSITION DESCRIPTION

CLASSIFICATION TITLE: Program Manager – Economic Development

F.L.S.A. STATUS: Exempt

DEPARTMENT: Planning & Economic Development

APPOINTING AUTHORITY: Executive Director

GENERAL RESPONSIBILITIES:

The employee in this classification, under the direction of the Executive Director or Deputy Director, coordinates and supervises economic development attraction and retention strategies; performs related duties as assigned.

ESSENTIAL FUNCTIONS:

- Manages and coordinates programs and activities identified in the Work Program.
- Assigns, monitors, evaluates and otherwise supervises the work activities of assigned program staff.
- Analyzes laws, proposed legislation, government regulations and programs and their effect on County operations and the community.
- Compiles, prepares and summarizes economic development reports and documents.
- Responds to information requests from citizens and local communities and agencies.
- Conducts field reviews for commercial or industrial developments as assigned.
- Provides support activities for other departmental program areas and other various projects as assigned.
- Operates an automobile while performing assigned duties.

ADDITIONAL FUNCTIONS:

- Represents the County at meetings and public hearings as assigned.
- The statements contained in this position description are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not to be construed as an exhaustive list of all job duties performed.

EDUCATION, TRAINING AND EXPERIENCE:

- A Bachelor Degree with a major in Urban Planning, Public Administration, Economics, Business Administration or a related field from an accredited college or university.
- A Master Degree with a major in Urban Planning, Public Administration, Economics, Business Administration or a related field from an accredited college or university is preferred.
- A minimum of five (5) years of experience in economic development.
- Previous supervisory experience.
- Previous experience working with a governmental agency is preferred.
- Successful completion of the probationary period for the position of Program Manager.
- Be physically able to perform the essential functions of the position, with or without reasonable accommodation.

ADDITIONAL QUALIFICATIONS:

- Effective analytical and problem solving skills.
- Ability to supervise, direct and organize the work of others.
- Knowledge of professional principles of economic development.
- Knowledge of the use of various computer programs and applications.
- Ability to prepare and present technical reports in a clear and concise manner.
- Effective written and oral communication and supervisory skills.
- Ability to establish and coordinate effective working relationships with co-workers, outside agencies and the public.
- Possession of an operable automobile for authorized departmental travel.
- Must possess a valid Michigan driver's license.
- Ability to conduct oneself with tact and courtesy.

HUMAN RESOURCES DEPARTMENT APPROVAL:

NAME: _____ SIGNATURE: _____

TITLE: Division Director – Personnel Services DATE: _____

MACOMB COUNTY

CLASSIFICATION/POSITION DESCRIPTION

CLASSIFICATION TITLE: Program Manager – GIS & Graphics Support

F.L.S.A. STATUS: Exempt

DEPARTMENT: Planning & Economic Development

APPOINTING AUTHORITY: Executive Director

GENERAL RESPONSIBILITIES:

The employee in this classification, under the direction of the Executive Director or Deputy Director, coordinates and supervises a program or project area which will formulate, implement and administer graphics, mapping and geographic information systems programs; performs related duties as assigned.

ESSENTIAL FUNCTIONS:

- Manages and coordinates programs and activities identified in the Work Program.
- Assigns, monitors, evaluates and otherwise supervises the work activities of assigned program staff.
- Compiles, prepares and summarizes departmental reports and documents.
- Responds to information requests from citizens and local communities and agencies.
- Conducts field reviews for wetlands, floodplains, land use surveys, plat reviews or residential, commercial or industrial developments as assigned.
- Provides support activities for other departmental program areas and other various projects as assigned.
- Operates an automobile while performing assigned duties.

ADDITIONAL FUNCTIONS:

- Represents the County at meetings and public hearings as assigned.
- The statements contained in this position description are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not to be construed as an exhaustive list of all job duties performed.

EDUCATION, TRAINING AND EXPERIENCE:

- A Bachelor Degree with a major in Urban Planning, Public Administration, Geography, Economics or a related field from an accredited college or university.
- A Master Degree with a major in Urban Planning, Public Administration, Geography, Economics or a related field from an accredited college or university is preferred.
- A minimum of five (5) years of experience in graphics, cartography and geographic information systems.
- Previous supervisory experience.
- Previous experience working with a governmental agency is preferred.
- Possession of a National License from the American Institute of Certified Planners is preferred.
- Successful completion of the probationary period for the position of Program Manager.
- Be physically able to perform the essential functions of the position, with or without reasonable accommodation.

ADDITIONAL QUALIFICATIONS:

- Effective analytical and problem solving skills.
- Ability to supervise, direct and organize the work of others.
- Knowledge of professional principles of urban planning and economic development.
- Knowledge of the use of various computer programs and applications as they relate to mapping and graphics.
- Ability to prepare and present technical reports in a clear and concise manner.
- Effective written and oral communication and supervisory skills.
- Ability to establish and coordinate effective working relationships with co-workers, outside agencies and the public.
- Possession of an operable automobile for authorized departmental travel.
- Must possess a valid Michigan driver's license.
- Ability to conduct oneself with tact and courtesy.

HUMAN RESOURCES DEPARTMENT APPROVAL:

NAME: _____ SIGNATURE: _____

TITLE: Division Director – Personnel Services DATE: _____

MACOMB COUNTY

CLASSIFICATION/POSITION DESCRIPTION

CLASSIFICATION TITLE: Program Manager – Planning

F.L.S.A. STATUS: Exempt

DEPARTMENT: Planning & Economic Development

APPOINTING AUTHORITY: Executive Director

GENERAL RESPONSIBILITIES:

The employee in this classification, under the direction of the Executive Director or Deputy Director, coordinates and supervises a program or project area which will formulate, implement and administer land use planning; performs related duties as assigned.

ESSENTIAL FUNCTIONS:

- Manages and coordinates programs and activities identified in the Work Program.
- Assigns, monitors, evaluates and otherwise supervises the work activities of assigned program staff.
- Analyzes laws, proposed legislation, government regulations and programs and their effect on County operations and the community.
- Compiles, prepares and summarizes planning and economic development reports and documents.
- Responds to information requests from citizens and local communities and agencies.
- Conducts field reviews for wetlands, floodplains, land use surveys, plat reviews or residential, commercial or industrial developments as assigned.
- Provides support activities for other departmental program areas and other various projects as assigned.
- Operates an automobile while performing assigned duties.

ADDITIONAL FUNCTIONS:

- Represents the County at meetings and public hearings as assigned.
- The statements contained in this position description are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not to be construed as an exhaustive list of all job duties performed.

EDUCATION, TRAINING AND EXPERIENCE:

- A Bachelor Degree with a major in Urban Planning, Public Administration, Geography, Economics or a related field from an accredited college or university.
- A Master Degree with a major in Urban Planning, Public Administration, Geography, Economics or a related field from an accredited college or university is preferred.
- A minimum of five (5) years of experience in land use planning.
- Previous supervisory experience.
- Previous experience working with a governmental agency is preferred.
- Possession of a National License from the American Institute of Certified Planners is preferred.
- Successful completion of the probationary period for the position of Program Manager.
- Be physically able to perform the essential functions of the position, with or without reasonable accommodation.

ADDITIONAL QUALIFICATIONS:

- Effective analytical and problem solving skills.
- Ability to supervise, direct and organize the work of others.
- Knowledge of professional principles of urban planning.
- Knowledge of the use of various computer programs and applications as they relate to mapping and graphics.
- Ability to prepare and present technical reports in a clear and concise manner.
- Effective written and oral communication and supervisory skills.
- Ability to establish and coordinate effective working relationships with co-workers, outside agencies and the public.
- Possession of an operable automobile for authorized departmental travel.
- Must possess a valid Michigan driver's license.
- Ability to conduct oneself with tact and courtesy.

HUMAN RESOURCES DEPARTMENT APPROVAL:

NAME: _____ SIGNATURE: _____

TITLE: Division Director – Personnel Services DATE: _____

54

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM:

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and File the Demonstration of the ACT Software Program

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

_____ PED 6-10-09

ACT Database Prototype

6-10-09

Development/Testing of Client Management Tool for Economic Development Activities

Distributed

Initial Requirements for a Client Management System:

- Ability to enter and track retention/expansion and attraction client data in a single, integrated database tool
- Record all communications (e-mails, notes, activities, projects, events, etc.) with clients in one single location
- Allow staff to analyze company data to: simplify mass communication with clients; identify trends; improve services and manage more clients
- Allow for more efficient reporting and monitoring of activities

Completed Tasks – MCPED has been working closely with a team at IT to:

- Develop a working prototype of ACT for retention/expansion and attraction efforts
 - Customized the database to include fields for priority “contact” and “company” information we want to record and track
 - Enter sample data and conducted a first round of testing
 - Explored how ACT will meet the needs for basic data capture, tracking of communications w/ client excluding e-mail (notes, documents, activities, etc.), ability to track ongoing activities at the client and group level

Next Steps

- Additional testing – enter more and varied data for the purpose of determining missing fields, workflow analysis, etc.
- More closely assess ACT’s capabilities and specific tools for more complex data entry, client tracking and integration with current/future processes
- Integration with e-mail and mass e-mail marketing tools
- Integration with mobile devices
- Identify other advanced tools we may want to utilize in the future
- Determine a training strategy for staff

Business Contact		Address		Status	
Contact	<input type="text"/>	Address 1	<input type="text"/>	ID/Status	<input type="text"/>
Salutation	<input type="text"/>	Address 2	<input type="text"/>	Referred By	<input type="text"/>
Company	<input type="text"/>	City	<input type="text"/>	Latest Activities	
Division	<input type="text"/>	Business County	<input type="text"/>	E-mail	<input type="text"/>
Title	<input type="text"/>	State	<input type="text"/>	Call Attempt/Reach	<input type="text"/>
Department	<input type="text"/>	Country	<input type="text"/>	Meeting	<input type="text"/>
Phone	<input type="text"/>	Personal E-mail	<input type="text"/>	Letter Sent	<input type="text"/>
Mobile	<input type="text"/>	Web Site	<input type="text"/>	Edited On/By	<input type="text"/>
Fax	<input type="text"/>				
E-mail	<input type="text"/>				
Contacts Role					
Last Results					
Business Notes					

Business Contact		Address		Status	
Contact	<input type="text"/>	Address 1	<input type="text"/>	ID/Status	<input type="text"/>
Salutation	<input type="text"/>	Address 2	<input type="text"/>	Referred By	<input type="text"/>
Company	<input type="text"/>	City	<input type="text"/>	Latest Activities	
Division	<input type="text"/>	Business County	<input type="text"/>	E-mail	<input type="text"/>
Title	<input type="text"/>	State	<input type="text"/>	Call Attempt/Reach	<input type="text"/>
Department	<input type="text"/>	Country	<input type="text"/>	Meeting	<input type="text"/>
Phone	<input type="text"/>	Personal E-mail	<input type="text"/>	Letter Sent	<input type="text"/>
Mobile	<input type="text"/>	Web Site	<input type="text"/>	Edited On/By	<input type="text"/>
Fax	<input type="text"/>				
E-mail	<input type="text"/>				
Contacts Role					
Last Results					
Business Notes					

Business Contact		Address		Status	
Contact	<input type="text"/>	Address 1	<input type="text"/>	ID/Status	<input type="text"/>
Salutation	<input type="text"/>	Address 2	<input type="text"/>	Referred By	<input type="text"/>
Company	<input type="text"/>	City	<input type="text"/>	Latest Activities	
Division	<input type="text"/>	Business County	<input type="text"/>	E-mail	<input type="text"/>
Title	<input type="text"/>	State	<input type="text"/>	Call Attempt/Reach	<input type="text"/>
Department	<input type="text"/>	Country	<input type="text"/>	Meeting	<input type="text"/>
Phone	<input type="text"/>	Personal E-mail	<input type="text"/>	Letter Sent	<input type="text"/>
Mobile	<input type="text"/>	Web Site	<input type="text"/>	Edited On/By	<input type="text"/>
Fax	<input type="text"/>				
E-mail	<input type="text"/>				
Contacts Role					
Last Results					
Business Notes					

Business Contact		Address		Status	
Contact	<input type="text"/>	Address 1	<input type="text"/>	ID/Status	<input type="text"/>
Salutation	<input type="text"/>	Address 2	<input type="text"/>	Referred By	<input type="text"/>
Company	<input type="text"/>	City	<input type="text"/>	Latest Activities	
Division	<input type="text"/>	Business County	<input type="text"/>	E-mail	<input type="text"/>
Title	<input type="text"/>	State	<input type="text"/>	Call Attempt/Reach	<input type="text"/>
Department	<input type="text"/>	Country	<input type="text"/>	Meeting	<input type="text"/>
Phone	<input type="text"/>	Personal E-mail	<input type="text"/>	Letter Sent	<input type="text"/>
Mobile	<input type="text"/>	Web Site	<input type="text"/>	Edited On/By	<input type="text"/>
Fax	<input type="text"/>				
E-mail	<input type="text"/>				
Contacts Role					
Last Results					
Business Notes					

Business Contact		Address		Status	
Contact	<input type="text"/>	Address 1	<input type="text"/>	ID/Status	<input type="text"/>
Salutation	<input type="text"/>	Address 2	<input type="text"/>	Referred By	<input type="text"/>
Company	<input type="text"/>	City	<input type="text"/>	Latest Activities	
Division	<input type="text"/>	Business County	<input type="text"/>	E-mail	<input type="text"/>
Title	<input type="text"/>	State	<input type="text"/>	Call Attempt/Reach	<input type="text"/>
Department	<input type="text"/>	Country	<input type="text"/>	Meeting	<input type="text"/>
Phone	<input type="text"/>	Personal E-mail	<input type="text"/>	Letter Sent	<input type="text"/>
Mobile	<input type="text"/>	Web Site	<input type="text"/>	Edited On/By	<input type="text"/>
Fax	<input type="text"/>				
E-mail	<input type="text"/>				
Contacts Role					
Last Results					
Business Notes					

Business Contact		Address		Status	
Contact	<input type="text"/>	Address 1	<input type="text"/>	ID/Status	<input type="text"/>
Salutation	<input type="text"/>	Address 2	<input type="text"/>	Referred By	<input type="text"/>
Company	<input type="text"/>	City	<input type="text"/>	Latest Activities	
Division	<input type="text"/>	Business County	<input type="text"/>	E-mail	<input type="text"/>
Title	<input type="text"/>	State	<input type="text"/>	Call Attempt/Reach	<input type="text"/>
Department	<input type="text"/>	Country	<input type="text"/>	Meeting	<input type="text"/>
Phone	<input type="text"/>	Personal E-mail	<input type="text"/>	Letter Sent	<input type="text"/>
Mobile	<input type="text"/>	Web Site	<input type="text"/>	Edited On/By	<input type="text"/>
Fax	<input type="text"/>				
E-mail	<input type="text"/>				
Contacts Role					
Last Results					
Business Notes					

Company INFO - Company Profile Layout

Company Information				Address				Status				
Company	[Company Name]			Address 1	[Address 1]			ID/Status	[ID/Status]			
Owner/ Pres.	[Owner Name]			Address 2	[Address 2]			Referred By	[Referred By]			
Division	[Division]			City	[City]			Industry	[Industry]			
Primary Contact	[Primary Contact]			State/ZIP	[State/ZIP]			Latest Activities				
Phone	[Phone]	[x]	[Phone]	County	[County]			Edited On/By	[Edit Date] [Last Edited By]			
Fax	[Fax]	[x]	[Fax]	Country	[Country]							
Toll-Free	[Toll-Free Phone]			Email	[Email]							
Web Site	[Web Site]			Description	[Company Description]							

Company Profile		Company Access		Divisions		Attraction Location	
Company Has Divisions	<input type="checkbox"/>	Multiple Locations	<input type="checkbox"/>	Company Tax ID	[Company Tax ID]	Abatement	<input type="checkbox"/>
Own Lease Location	[Company Own Lease Location Drop]	Ownership Special Status	[Company Ownership Special Status Dropdown]	Year Lease Expires	[Year Lease Expires]	Percentage Residing in	[Percentage Residing in]
Primary Core Activity	[Company Primary Core Activity Dro]	Secondary Core Activity(s)	[Company Secondary Core Activity Dropdown]	Percentage Residing in	[Percentage Residing in]	Community	[Community]
Products and Services	[Area of Expertise]						
Major Challenges	[Immediate Needs]						
Target Industry?	<input type="checkbox"/>	Target Industries	[Company Target Industries Dropdown]	Procurement	[Company Procurement]	Site Acres	[Site Acres]
% Admin / Clerical	[Company]	% Professional / Technical	[Company]	% Skilled Labor	[Company]	% Unskilled Labor	[Company]
Avg Hourly Rate 2007	[Company]	FTE 2007	[Company]	2007 Sales	[Company]	Profitable?	<input type="checkbox"/>
Avg Hourly Rate 2008	[Company]	FTE 2008	[Company]	2008 Sales	[Company]	Profitable?	<input type="checkbox"/>
Avg Hourly Rate 2009	[Company]	FTE 2009	[Company]	2009 Sales	[Company]	Profitable?	<input type="checkbox"/>
				SIC Codes			
				NAICS Codes			

**RECYCLABLE
PAPER**

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM:

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and File the Report on Upcoming Events

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

_____ PED _____ 6-10-09

2009 Scheduled Events

Registration is required for all events.

Seminar time: 9 am – Noon unless noted: *Port Huron Seminars are 6 - 8:30 pm

All seminars are FREE. To register call (586) 469-5118,
or visit www.misbtDC.org/region10 (follow training links, sort by county)

Entrepreneurial Series: Starting a Business

Designed for those who are considering self-employment, or are at the beginning stages of starting their business. The basics of business ownership are discussed along with resources available to help launch new ventures in Michigan.

1/14/09	Wed	Mt. Clemens
*1/15/09	Thurs	Port Huron
2/11/09	Wed	Clinton Twp
3/11/09	Wed	Mt. Clemens
4/8/09	Wed	Clinton Twp
5/13/09	Wed	Mt. Clemens
6/10/09	Wed	Clinton Twp
7/8/09	Wed	Mt. Clemens
8/12/09	Wed	Clinton Twp
9/9/09	Wed	Mt. Clemens
10/14/09	Wed	Clinton Twp
11/18/09	Wed	Mt. Clemens
12/9/09	Wed	Clinton Twp

Entrepreneurial Series: Business Legal Issues

This course is designed to guide the prospective business owner in setting up the legal structure that will help protect them from unnecessary legal challenges. Key tax, and non tax considerations, are introduced for the different types of legal entities available in Michigan.

1/21/09	Wed	Mt. Clemens
3/25/09	Wed	Mt. Clemens
5/27/09	Wed	Mt. Clemens
7/22/09	Wed	Mt. Clemens
9/23/09	Wed	Mt. Clemens
12/3/09	Thurs	Mt. Clemens

Presented by: John Carter, Esq.



Entrepreneurial Series: Writing a Business Plan

Designed for those who want to increase their chances for successful self-employment.. The specifics of marketing, finance, legal, regulatory issues, operations, information based planning and management are covered in this workshop.

*2/12/09	Thurs	Port Huron
2/18/09	Wed	Mt. Clemens
4/15/09	Wed	Mt. Clemens
6/17/09	Wed	Mt. Clemens
8/19/09	Wed	Mt. Clemens
10/21/09	Wed	Mt. Clemens

Entrepreneurial Series: Marketing Your Business

Designed to present practical applications of marketing concepts. The workshop covers basic marketing tools, including market analysis and research, target marketing, assessing competitors, and key marketing tools.

*3/19/09	Thurs	Port Huron
3/27/09	Fri	Mt. Clemens
5/20/09	Wed	Mt. Clemens
7/15/09	Wed	Mt. Clemens
9/16/09	Wed	Mt. Clemens
12/2/09	Wed	Mt. Clemens

Seminar Locations

Mt. Clemens: Macomb County Administration Building, 1 S. Main Street, (corner of Cass & Main Street). All seminars will be held in the 9th Floor Conference Room unless otherwise noted above.

Clinton Twp: Michigan Works! office, 43630 Hayes, (between 19 Mile & Hall Road, in the Atrium Center).

Port Huron: EDA of St. Clair County, 735 Erie Street, at the corner of Erie (7th) & Glenwood, in the Citizen's First MTEC Bldg.



This Cooperative Agreement is partially funded by the U.S. Small Business Administration. All SBA funded programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made, if requested at least two weeks in advance, by calling (586) 469-5118.

Dates are subject to change. For information on events, or to verify dates listed above, please call (586) 469-5118 or check our website www.misbtDC.org/region10. 5/20/09

MACOMB COUNTY SMALL BUSINESS & TECHNOLOGY DEVELOPMENT CENTER

1 South Main, 7th Floor, Mt. Clemens, MI 48043 - (586) 469-5118
www.misbtdc.org/region10 - www.MacombBusiness.com

2009 Scheduled Events

Registration is required for all events.

Seminar time: 9 am – Noon unless noted: **Port Huron Seminars are 6 - 8:30 pm*

All seminars are FREE. To register call (586) 469-5118,
or visit www.misbtdc.org/region10 (follow training links, sort by county)

Tax Seminars

THE GEARY GROUP, P.C.
CERTIFIED PUBLIC ACCOUNTANTS
AND BUSINESS ADVISORS

Presented by: Linda Geary, CPA

How to Report Small Business Income & Expenses

Topics include: Reporting Income, Transportation Expenses, Insurance Expenses, Entertainment Expenses, Depreciation and Record Keeping.

8/26/09 Wed Mt. Clemens

Employees & Taxes: What You Need to Know

Topics include: Worker Classification (Employee vs. independent contractor), Information Returns, (940, 941, 1099, W-2), Employer's Obligations and Record Keeping.

9/30/09 Wed Mt. Clemens

Tax Information for Sole Proprietors

Topics include: Schedule C, Estimated Taxes, Self-Employment Tax and Record Keeping.

10/28/09 Wed Mt. Clemens

Taxes & Your Home Office

Topics include: Determining Eligibility, Form 8829 Overview and Record Keeping.

11/20/09 Fri Mt. Clemens

Entrepreneurial Series: Finance

The basics of financial management, including how to start an accounting system, how to apply the information from financial statements to help you manage your business. Preparation of the balance sheet, profit & loss statement, cash flow analysis and break-even analysis are explained.

2/26/09	Thurs	Mt. Clemens
5/28/09	Thurs	Mt. Clemens
8/27/09	Thurs	Mt. Clemens
11/19/09	Thurs	Mt. Clemens

Team SBA Financing Roundtable

Learn how a lender analyzes your loan request, and what they look for in a credit application. Meet with bankers, SBA loan officers and small business consultants to discuss your financing needs. You must know how much money you need to borrow. A completed business plan is highly recommended.

1/22/09	Thurs	Mt. Clemens, 8th Flr
4/16/09	Thurs	Mt. Clemens, 8th Flr
7/9/09	Thurs	Mt. Clemens, 8th Flr
9/3/09	Thurs	Mt. Clemens, 8th Flr

Seminar Locations

Mt. Clemens: Macomb County Administration Building, 1 South Main Street, (corner of Cass & Main Street). All seminars will be held in the 9th Floor Conference Room unless otherwise noted above.

Clinton Twp: Michigan Works! Office, 43630 Hayes (between 19 mile & Hall Road in the Atrium Center).

Port Huron: EDA of St. Clair County, 735 Erie Street, at the corner of Erie (7th) & Glenwood, in the Citizen's First MTEC Building.

This Cooperative Agreement is partially funded by the U.S. Small Business Administration. All SBA funded programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made, if requested at least two weeks in advance, by calling (586) 469-5118.



Dates are subject to change. For information on events, or to verify dates listed above, please call (586) 469-5118 or check our website at www.misbtdc.org/region10. 5/20/2009